

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicants: MAIL et al. )  
 )  
For: OPTIMALLY ADAPTING )  
MULTIMEDIA CONTENT )  
FOR MOBILE SUBSCRIBER )  
DEVICE PLAYBACK )  
 )  
Serial No.: 10/589,417 )  
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371(c) Date: 7 November 2006 )  
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Group Art Unit: 2442 )  
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Examiner: Michael W. Chao )  
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**REPLY TO FINAL OFFICE ACTION**

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Sir or Madam:

This is a reply to the Final Office Action mailed 20 May 2010.